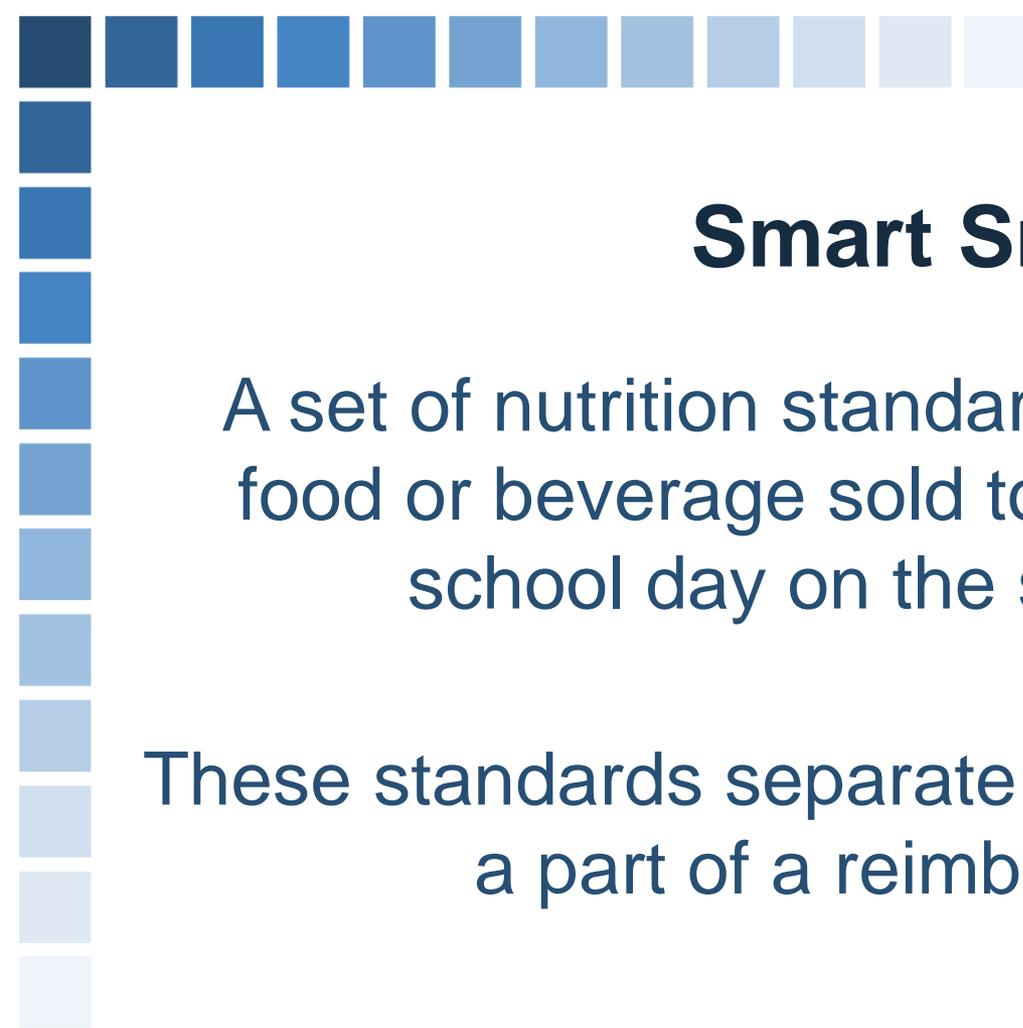




Smart Snack Standards:

Guidelines for Foods & Beverages Sold to Students

Maine Department of Education
Child Nutrition Programs



Smart Snacks

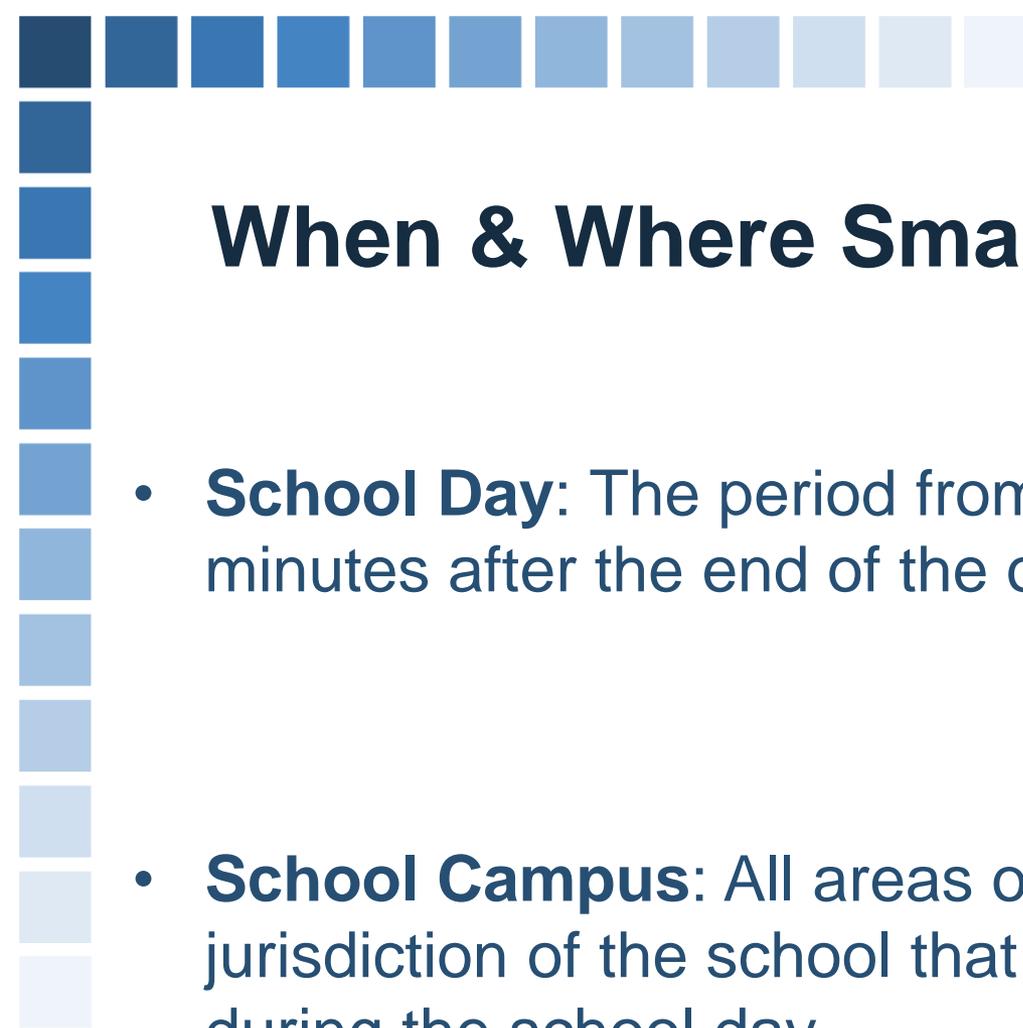
A set of nutrition standards that applies to any food or beverage sold to students during the school day on the school campus.

These standards separate from foods provided as a part of a reimbursable meal.

Applies to:

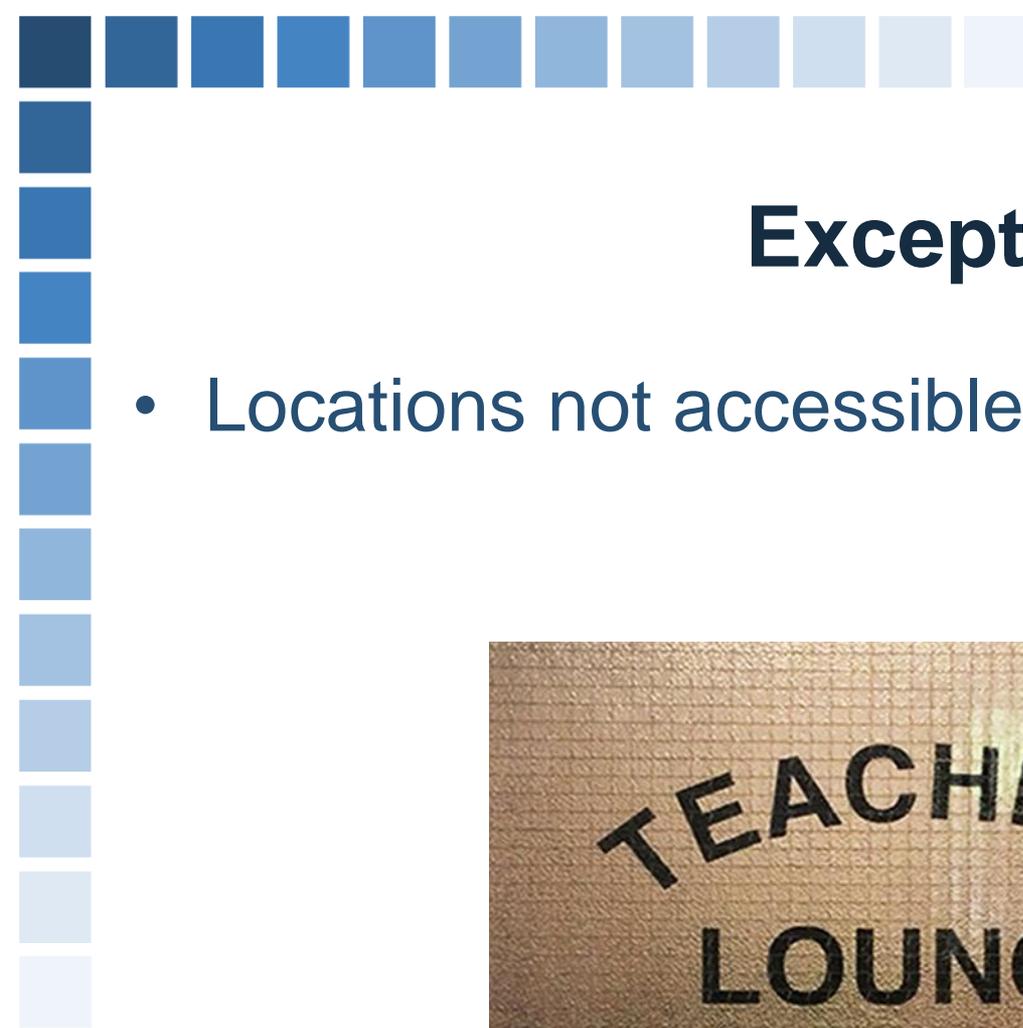
- A la carte foods & beverages
- School fundraisers
- School stores
- Vending machines that are on during the school day





When & Where Smart Snacks Applies

- **School Day:** The period from the midnight before, to 30 minutes after the end of the official school day.
- **School Campus:** All areas of the property under the jurisdiction of the school that are accessible to students during the school day.



Exceptions

- Locations not accessible to students





Smart Snack Standards

- Food Item Must Be:
 - Whole Grain Rich; OR
 - First ingredient is a fruit, vegetable, dairy, or protein;
OR
 - Food contains at least $\frac{1}{4}$ cup of fruit and/or vegetable
if a combination food



Nutrient Standards

Nutrient	Snack	Entrée
Calories	200 calories or less	350 calories or less
Sodium	200 mg or less	480 mg or less
Total Fat	35% of calories or less	35% of calories or less
Saturated Fat	Less than 10% of calories	Less than 10% of calories
Trans Fat	0 g	0 g
Sugar	35% by weight or less	35% by weight or less

Look-alike Smart Snacks

Repackaged Smart Snacks

Store versions

Consistent brands



Accompaniments & Condiments

- Condiments offered with an item must be included in the calculation to determine product compliance.

Cream Cheese
Salad Dressing
Peanut Butter
Hot Sauce



SBP/NSLP Entrée Exemption

- Entrée items that are part of the reimbursable meal can be available a la carte if sold on the day the item is served and the day after



Allowable Beverages

What are the
Smart Snacks
Standards for
beverages?

Water

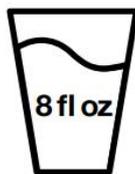


Plain water,
with or without
carbonation.

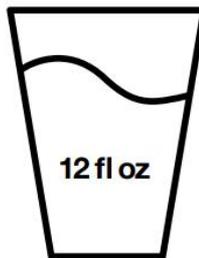
All Grades

Milk

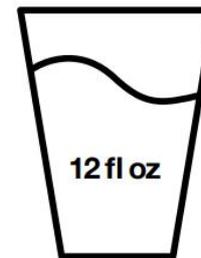
Unflavored or flavored fat-free milk, unflavored low-fat milk, and milk alternatives as permitted by the National School Lunch Program/School Breakfast Program. Starting on July 1, 2022 for school years 2022-2023 and 2023-2024, schools may also sell flavored low-fat milk as a Smart Snack.*



Elementary School



Middle School



High School

Low- and No-Calorie Beverages (High School Only)

Low- and no-calorie beverages, with or without caffeine and/or carbonation; calorie-free, flavored water.



Low Calorie Maximums:*

- 40 calories/8 fl oz
- 60 calories/12 fl oz

*Equivalent to 5 calories per fluid ounce.



No Calorie Maximum:*

- 10 calories/20 fl oz

*Less than 5 calories per 8 fluid ounces.



Resources

- USDA Guide to Smart Snacks in Schools
- Smart Snacks Calculator
- Flowchart

<https://www.maine.gov/doe/schools/nutrition/programs/nslp>

USDA guide to smart snacks

<https://fns-prod.azureedge.us/sites/default/files/resource-files/smartsnacks.pdf>

Smart Snacks Calculator

- Alliance for a Healthier Generation

<https://foodplanner.healthiergeneration.org/calculator/>



Nutri-Grain Breakfast Bar



Serving size **37g**
Calories: **120**
Total Fat: **3g**
Saturated Fat: **.5g**
Trans: **0g**
Sodium: **125mg**
Sugar: **11g**

Whole Grain Oats, Enriched Flour, Whole Wheat Flour, Vegetable Oil, Sugar,

Nutri-Grain Breakfast Bar

My Product is a ...

- a) Snack 
- b) Side 
- c) Entree 
- d) Beverage 

Nutri-Grain Breakfast Bar

My Product is a ...

- a) **Snack** [i](#)
- b) **Side** [i](#)
- c) **Entree** [i](#)
- d) **Beverage** [i](#)

Serving size **37g**
Calories: **120**
Total Fat: **3g**
Saturated Fat: **.5**
Trans: **0g**
Sodium: **125mg**
Sugar: **11g**

Whole Grain Oats, Enriched Flour,
Whole Wheat Flour, Vegetable Oil,
Sugar,

Nutri-Grain Breakfast Bar

Nutrition Facts

Serving Size oz (about g) ⓘ

Servings Per Container

Amount Per Serving

Calories

Calories from Fat

Total Fat (g)

Saturated Fat (g)

Trans Fat (g)

Sodium (mg)

Carbohydrates

Sugars (g)

Serving size **37g**

Calories: **120**

Total Fat: **3g**

Saturated Fat: **.5**

Trans: **0g**

Sodium: **125mg**

Sugar: **11g**

Nutri-Grain Breakfast Bar

✔ Your product is compliant!

Your whole grain product meets all nutrient standards for entrees or snack foods.

Brand

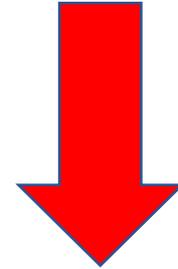
Serving Size

37.00 g

Product

First Ingredient

Don't Be Fooled!



INGREDIENTS: UNBLEACHED ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE (VITAMIN B1), RIBOFLAVIN (VITAMIN B2), FOLIC ACID), SAFFLOWER OIL, RAW SUGAR, DEFATTED WHEAT GERM, CORNSTARCH, BROWN RICE SYRUP, SEA SALT, MALTED BARLEY EXTRACT, LEAVENING (MONOCALCIUM PHOSPHATE, BAKING SODA), NATURAL TURMERIC FLAVOR.

CONTAINS: WHEAT.

DISTRIBUTED BY:
BACK TO NATURE FOODS CO., LLC
MAPLES, FL 34109 USA

© 2016 BACK TO NATURE FOODS CO., LLC

Fruit Snacks

- Must be 100% real fruit and not exceed the calorie or sugar limit



Made From Scratch Recipes

Scratch-made items - nutrient analysis must be conducted on the recipe.

The nutrient analysis should then be put through the smart snacks calculator to assess for the products compliance.

Most school nutrition program software allows you to analyze scratch recipes.



Posting Calories

Maine law - Calories must be posted at the point of decision for pre-packaged a la carte items. Even on open carts or racks when a product can physically be handled to read the label, calories must still be posted.

Calorie information must be posted at the point of decision!

Ways to Display

- Signs near items on the serving line
- At the point of entry to the serving line
- On stickers for wrapped items
- Posted on or near vending machines

	Calories
Hot Cakes with Egg	450
Big Breakfast	580
Deluxe Breakfast	660
Breakfast Platter	560
Hot Cakes with Egg	450
Big Breakfast	580
Deluxe Breakfast	660
Breakfast Platter	560



Advertising/Marketing of Foods & Beverages

- **Brand-specific** advertising of food or beverages is prohibited in school buildings or on school grounds except for food and beverages meeting standards for sale or distribution on school grounds.
- “Advertising” does not include advertising on broadcast media or in print media such as newspapers and magazines, clothing with brand images worn on school grounds or advertising on product packaging.

Advertising on School Grounds: Maine Statutes: Title 20 A: Chapter 223, Sub Chapter 9, 6662 §6662. Foods outside school meal program

Questions?

